

## Thomas Coba

President, ServiceMaster Clean and Merry Maids

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Thomas Coba joined The ServiceMaster Company in November 2011, as president of ServiceMaster Clean and Merry Maids, reporting to Hank Mullany, chief executive officer.

Coba is responsible for 6,375 franchises and international licenses in 33 countries, 82 branches and 31,000 team members operating under the ServiceMaster Clean, Merry Maids, AmeriSpec and Furniture Medic brands. These brands hold market-leading positions in residential and commercial cleaning, disaster restoration, home inspections and furniture repair, respectively.

Coba joined ServiceMaster with a strong track record of growth and outstanding executive experience at three of the world's largest franchise-based companies. He served as chief operating officer of Subway Restaurants in Milford, Conn., the world's largest quick-service restaurant chain. Subway has over 35,000 locations operating in 99 countries, and approximately \$16 billion in annual sales.

While at Subway Coba added more than \$7.7 billion in new revenues and increased both same-store sales and franchise profitability seven years in a row. Coba also has a wealth of experience in market expansion, opening 13,000 new restaurants and remodeling 13,900 locations during his tenure.

Coba's accomplishments at Subway included a technology strategy that included development and launch of an online university, as well as the rollout of electronic gift cards and high-speed credit/debit processing. He also had a lead role in the launch of the chain's new breakfast menu and implementation of a customer feedback initiative. He also led a number of retail technology initiatives, including software management tools to increase franchisee sales and profits.

Prior to joining Subway, Coba spent 20 years at Dunkin' Brands, Inc., of Canton, Mass., a leading franchiser that operates the Dunkin' Donuts, Baskin-Robbins and Togo's chains. At Dunkin' Brands, Coba held a number of executive roles in operations, real estate, development, construction, franchising and concept innovation, and he was eventually promoted to vice president of franchising and new business development. As senior market executive for the Northeast Division, he oversaw 950 retail stores with annual sales of \$800 million and led a team of 18 executives in operations, development, construction, franchising and training. He also was responsible for marketing strategy, and his division led the country in profit growth for three consecutive years, while opening more than 50 new locations per year.

Prior to Dunkin' Brands, Coba led a multi-unit McDonald's franchise in the Boston area where he had direct P&L responsibility and oversight for all aspects of the business, including operations, new store openings and remodels.

He graduated from Tufts University in Medford, Mass. with a Bachelor of Science degree in psychology and biology.